PARAMOUNT PRESS BOOK AND MERCHANDISING MANUAL

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JERRY LEWIS as The DISORDERLY ORDERLY

TECHNICOLOR®

NOTE: THIS PICTURE WAS MADE ENTIRELY WITHOUT THE CO-OPERATION OF ANY MEDICAL ASSOCIATION!

CO-STARRING GLENDA FARRELL EVERETT SLOANE KAREN SHARPE KATHLEEN FREEMAN and SUSAN OLIVER as SUSAN ANDREWS

Produced by PAUL JONES · Directed by FRANK TASHLIN · Title Song Sung by Sammy Davis
Executive Producer JERRY LEWIS · Screenplay by FRANK TASHLIN
Story by NORM LIEBMANN and ED HAAS · A YORK-JERRY LEWIS Production

A PARAMOUNT RELEASE

5 COLS. x {160 LINES.....800 LINES / 11½ inches.....57½ inches}

MAT 502

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MPAA

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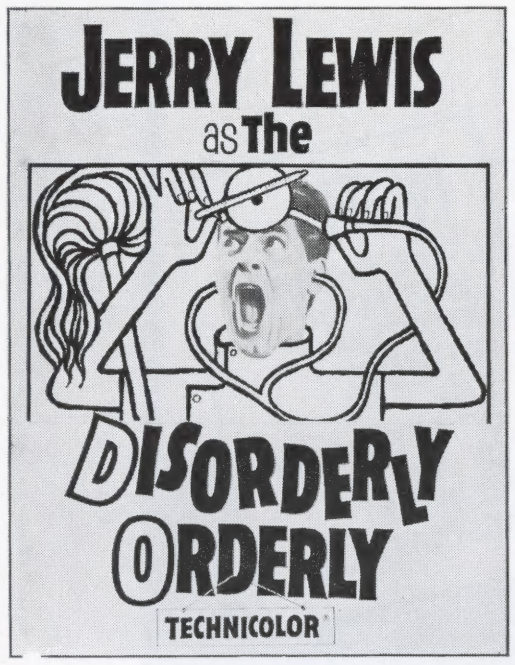
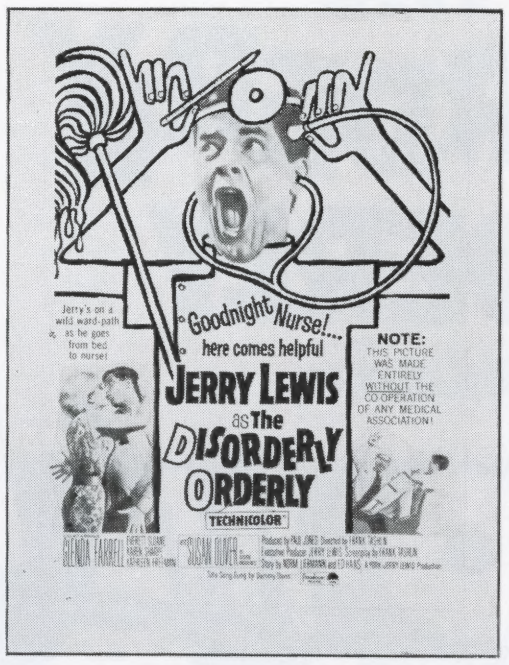
ADD EXCITEMENT TO YOUR PLAYDATE WITH THIS TABLOID 'FUN' HERALD!

Create extra spark for your playdate with this sensational four-page, two-color, 8½ x 11 Tabloid Herald loaded with boxoffice enthusiasm for Jerry Lewis' "The Disorderly Orderly."

The Herald has space to imprint your theatre name, playdate, name of your second feature or even an ad for a local merchant who agrees to distribute the Herald and share in the already low cost.



FRONT COVER



BACK COVER

CENTER SPREAD

EFFECTIVE WAYS TO DISTRIBUTE THE HERALD

* Have a ballyhoo girl dressed in a nurse's outfit distribute them in the main areas of your town.
* Have merchants put them in bags and packages.
* Make an arrangement with the local milkman to deliver them with the milk.
* Give them to your patrons prior to your playdate.
* Place them on the counters of local shops, especially drug stores.
* Have hotels place them in each of their rooms.
* Place them on the windshields of cars.
* Arrange for a local restaurant to insert them into the coats and jackets hanging in their checkrooms.
* Have newspaper boys slip them into the local newspapers.
* Have a few youngsters deliver them door-to-door throughout your town.

$6.50 Per thousand, F.O.B. Plant • Imprinted at following prices

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HARRY K. McWILLIAMS • 165 West End Ave., New York, N. Y. 10023

Phone 212 TR 3-6888 for Rush Orders

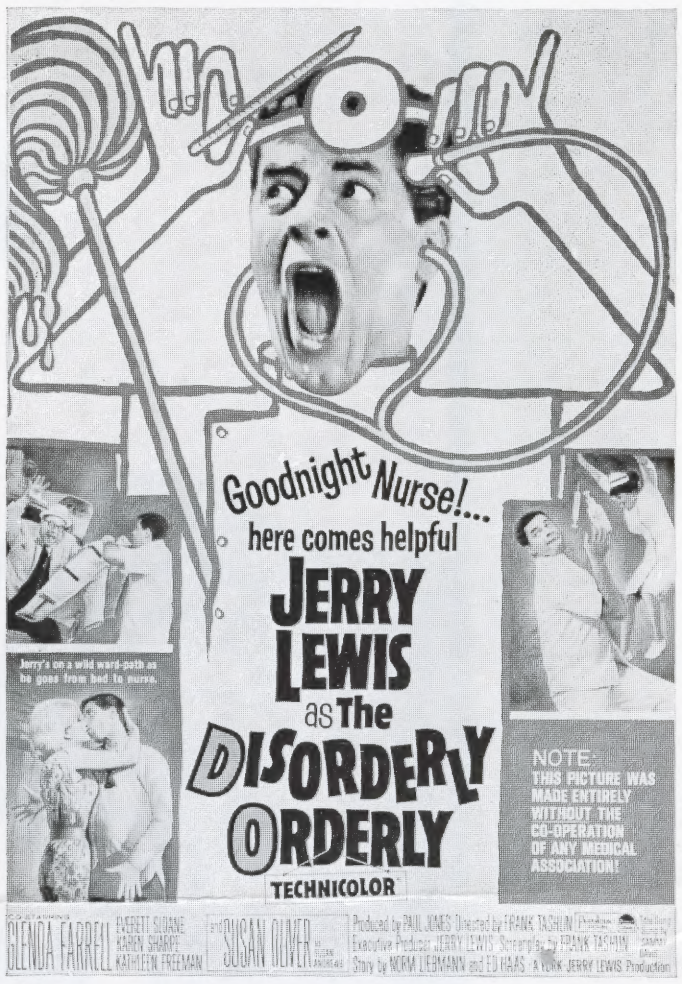
Check or money orders must accompany orders All shipments made freight collect

NATIONAL MAGAZINE ADVERTISING CAMPAIGN TO REACH AN ESTIMATED 40 MILLION POTENTIAL MOVIE-GOERS

This eye-catching ad has been placed in all the top teenage and young adult magazines in order to make "The Disorderly Orderly" the most talked about film of the season.

These are the popular magazines in which the ad appears—

American Girl
Modern Screen
Screen Stories
Movie Life
Movie Stars
TV Star Parade
Motion Picture
Photoplay
TV Picture Life
TV Radio Mirror
Movieland and TV Time
Movies Illustrated
Movie World
Seventeen
Movie Mirror
TV and Movie Screen
Teen
Teen Screen



MUSIC PROMOTION

A major music promotion for "THE DISORDERLY ORDERLY" has been made with REPRISE RECORDS, one of the nation's top recording companies. REPRISE is issuing a Sammy Davis single of the ear-catching Earl Shuman-Leon Carr title tune.

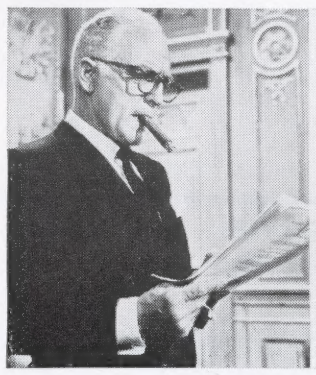
This 45RPM title tune has been serviced to top disc jockeys throughout the country. Paramount and Reprise field representatives are also contacting disc jockeys, station librarians, record stores and other outlets for plugs and promotions. "THE DISORDERLY ORDERLY" has been published by Paramount Music Corporation.

WHAT TO DO WITH THE MUSIC

* Be sure to play the title tune before and during your playdate.
* Contact local disc jockeys . . . have them mention your playdates when they play the song.
* Have music shops set up displays using the record and stills from the film.

CONTACT YOUR LOCAL REPRISE DISTRIBUTOR IN ORDER TO GET YOUR CAMPAIGN ROLLING.

TIE-IN STILLS



Still #10395/9—Cigars, Eye Glasses

Still #10395/2/28—Laundramats, Hand Laundries

Still #10395/33—Luggage

COLORING CONTEST FOR THE KIDS

The youngsters in your area will have loads of fun with this coloring contest especially created to project all the fun and frolic in JERRY LEWIS' "THE DISORDERLY ORDERLY."

Available in a four-column mat (4EA) from your local branch of National Screen Service, the COLORING CONTEST CAN BE USED IN MANY EFFECTIVE WAYS TO SELL your "THE DISORDERLY ORDERLY" playdate.

With this coloring mat, you can easily make up a large quantity of reproductions which can include your theatre name and playdate.

WAYS TO USE THE COLORING CONTEST

* Distribute copies of the contest to schools, Boy and Girl Scout troops and various other children's organizations.

* Use the coloring contest as a herald. Have supermarkets stuff them in their packages and give them out on crowded street corners.

* Plant the contest in local newspapers. Offer guest tickets to the winners and display the winning entries in your lobby.

* Make sure that all the children's clothing stores in your area have an ample supply of the contest. The stores can run their own contest in conjunction with your playdate.

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TIE-IN WITH BOB EVANS UNIFORMS

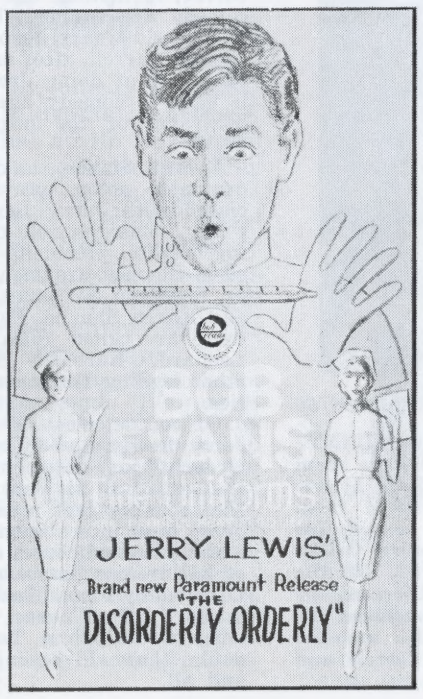
Bob Evans, one of the nation's largest manufacturers of quality uniforms, has made a tremendous tie-in with Paramount to help promote Jerry Lewis' "The Disorderly Orderly."

The Evans Company will distribute colorful counter cards to 7500 stores across the country who sell their outfits. Also available will be advertising mats carrying a distinctive logo for Jerry Lewis and "The Disorderly Orderly."

All the Bob Evans' salesmen will be alerted to the release dates of the film in their area and thus facilitate promotions between theatres and medical institutions on the local level.

National Magazine Campaign

Bob Evans, to further promote "The Disorderly Orderly," is running ads in such top fashion magazines as Mademoiselle, Glamour and Vogue; plus he has ignited an intensive trade campaign in all the highly regarded professional publications.



SPECIAL PUBLICITY ART

MAT 2EA — Still #10395/DO/X1)

(Center art of Jerry Lewis only—available as 1 col. mat [1EA] or still [#10395/DO/X2])

FAMED CARICATURIST RUDY CRISTIANO gives his impression of Jerry Lewis as he runs amok to the despair of patients and hospital staff in his new Technicolor comedy for Paramount release, "The Disorderly Orderly," which opens ..... at the ..... Theatre. On Jerry's left there is Susan Oliver, who portrays a patient at the hospital; and Everett Sloane, the hospital's chairman of the board. On Jerry's right Cristiano catches nurse Karen Sharpe; chief doctor Glenda Farrell; and chief nurse Kathleen Freeman.

MATERIALS CHECK LIST

ACCESSORIES

☐ **REGULAR THEATRE TRAILER**
(Order from your local branch of National Screen Service)

☐ **FREE: SPECIAL TEASER TRAILER**
(Order from your local Paramount branch)

☐ **FREE: TV TRAILERS AND TELOP CARD**
Available is ONE 60-Second Spot, TWO 20-Second Spots and ONE 10-Second Spot. Also available is a TV TELOP card.
(Order from Paramount Pictures Exploitation Department—See coupon on back page)

☐ **FREE: RADIO SPOT ANNOUNCEMENTS**
Available are TWO 60-Second Spots, TWO 30-Second Spots, TWO 20-Second Spots and ONE 10-Second Spot.
(Order from Paramount Pictures Exploitation Department—See coupon on back page)

☐ **SET OF 12 FULL COLOR STILLS**
(Order from your local branch of National Screen Service)

RADIO SPOTS

30 Second Spot

CAN YOU IMAGINE WHAT WOULD HAPPEN IF JERRY LEWIS WAS TURNED LOOSE IN A HOSPITAL? Well, in "THE DISORDERLY ORDERLY" it happens and what results can only be measured in belly-laughs. Yes, it's unmistakably JERRY LEWIS whether he's spilling thousands of pills over the hospital corridors, setting fire to a patient's beard or guiding a wheelchair into an unyielding tree. For incomparable fun, SEE JERRY LEWIS as "THE DISORDERLY ORDERLY," co-starring SUSAN OLIVER, GLENDA FARRELL and EVERETT SLOANE . . . a Paramount release . . . in Technicolor . . . opening ..... at the ..... Theatre.

20 Second Spot

HOLD ON TO YOUR BEDSHEETS, JERRY LEWIS is on the loose as a hospital orderly in his new comedy, "THE DISORDERLY ORDERLY," a laugh-filled tale that uproriously tickles the funnybone. Watch JERRY as he hopelessly and hilariously gets enmeshed in a series of situations each more preposterous than the other. SEE JERRY LEWIS as "THE DISORDERLY ORDERLY," co-starring SUSAN OLIVER, GLENDA FARRELL and EVERETT SLOANE . . . a Paramount release . . . in Technicolor . . . opening ..... at the ..... Theatre.

10 Second Spot

SEE JERRY LEWIS AS "THE DISORDERLY ORDERLY," a bumbling hospital worker who gets into some of the funniest situations imaginable. SEE "THE DISORDERLY ORDERLY" . . . a Paramount release . . . in Technicolor . . . opening ..... at the ..... Theatre.

PUBLICITY

SYNOPSIS

(Not For Publication)

"The Disorderly Orderly" combines all the elements of true comedy. It stars Jerry Lewis as an eager but bungling hospital orderly more in need of treatment than his charges. The hospital setting affords Lewis ample opportunity to display the comedic genius which has made him the most popular buffoon of our generation. His antics hopelessly enmesh him in a series of rib-tickling situations, each more preposterous than the other. Whether he's setting fire to a patient's beard, spilling thousands of pills over the hospital corridors or crashing a wheelchair into an unmoving tree, it's Lewis forever in trouble and forever funny.

As usual, Lewis has surrounded himself with a cast of able and popular performers. Included are Susan Oliver, talented young actress who makes a rare comedy appearance in the film; Glenda Farrell, the beloved screen veteran who is back doing comedy after a series of highly dramatic parts; Everett Sloane, the distinguished dramatic actor previously associated with Lewis in "The Patsy;" and Karen Sharpe as a nurse with an unexplainable yen for Jerry.

The fun and frolic that Jerry and his cohorts create leads up to one of the most hilarious scenes ever put on the screen. Jerry, seeing a seemingly vacant ambulance, hops in and screeches off in hot pursuit of the girl he loves. What he doesn't know is that he has the hospital president in the back compartment as a passenger. The havoc that results from this endeavor can only be recreated by Jerry Lewis as "The Disorderly Orderly."

CAST

JERRY LEWIS ..... Jerome Littlefield
GLENDA FARRELL ..... Dr. Jean Howard
EVERETT SLOANE ..... Mr. Tuffington
KAREN SHARPE ..... Julie Blair
KATHLEEN FREEMAN ..... Maggie Higgins
DEL MOORE ..... Dr. Davenport

and

SUSAN OLIVER ..... as ..... Susan Andrews

with

Guest Stars

Jack E. Leonard — Barbara Nichols

and

Alice Pearce — Benny Rubin
Richard Deacon — Frank Scannell
Danny Costello — Milton Frome
Mike Ross — John Macchia

CREDITS

Executive Producer—Jerry Lewis; Producer—Paul Jones; Director—Frank Tashlin; Screenplay—Frank Tashlin; Story by Norm Liebmann and Ed Haas; Director of Photography—W. Wallace Kelley A.S.C.; Music Score—Joseph Lilley; Art Direction—Hal Pereira and Tambi Larsen; Wardrobe—Edith Head; Film Editor—John Woodcock.

RUNNING TIME: 90 MINUTES

ADVERTISING BILLING

Paramount Pictures Presents 20%
JERRY LEWIS 100%
as
THE DISORDERLY ORDERLY 100%
Co-starring
GLENDA FARRELL 75%
EVERETT SLOANE
KAREN SHARPE 25%
KATHLEEN FREEMAN

and
SUSAN OLIVER
as
Susan Andrews 75%

TECHNICOLOR® 25%
Produced by Paul Jones
Directed by Frank Tashlin
Executive Producer—Jerry Lewis 25%
Screenplay by Frank Tashlin
Story by Norm Liebmann and Ed Haas
A York-Jerry Lewis Production 20%
A Paramount Release 20%

New Jerry Lewis Comedy, "The Disorderly Orderly" Is Loaded With Fun, Frolic And Top-Notch Stars

Dr. Kildare, Ben Casey, move over! Jerry Lewis is coming to the hospital in his new movie for Paramount, "The Disorderly Orderly," and you can just imagine what riotous havoc he causes. Jerry, as an eager but bungling hospital orderly, manages to get into some of the funniest situations imaginable. Helping Jerry out is a top cast which includes Susan Oliver, Glenda Farrell, Everett Sloane, Kathleen Freeman, Del Moore plus cameo roles by many popular stars. "The Disorderly Orderly," in Technicolor, opens ..... at the ..... Theatre.

The story takes place at the Greystone Sanitarium and there is every reason in the world why Jerome Littlefield (Jerry Lewis) should be there. First of all, his late father was a doctor; secondly Jerome studied at medical school, but flunked out and thirdly, to be candid, from his general behavior, Jerome qualifies as a medical patient. However, he's working as an orderly.

Jerome's only fault, repeatedly pointed out by chief doctor Jean Howard (Glenda Farrell) is his enthusiasm; he constantly gets into the way of everybody . . . and everything. The reason for this is that he is overly sensitive about other peoples pain and actually he's only trying to help as best he can.

In scene after scene, Jerome hilariously does the impossible. In one episode, he inadvertantly spills thousands of pills over the hospital corridor. From there he crashes a wheel chaired patient into a wall and then continues the bedlam by releasing the hospital research rabbits. Whatever the situation, there can't help but be carloads of laughs.

In the film's riotous climax, Jerome hops into the driver's seat of an ambulance and screeches off in hot pursuit after the girl of his dreams. This seemingly vacant vehicle actually has the hospital president (Everett Sloane) as a passenger in the back compartment and what results at the end of this wild ride is pure comedy at its best.

"The Disorderly Orderly," Jerry Lewis' 31st motion picture, was directed by Frank Tashlin and produced by Paul Jones, the same team that brought Jerry's "Who's Minding The Store" to the screen.

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During his last day on the set of "The Disorderly Orderly," opening ..... at the ..... Theatre, Everett Sloane was doused with two gallons of red paint and dragged four miles in a hospital stretcher over bumpy roads. Who caused this distress? Jerry Lewis, the star of the Paramount release, naturally! Sloane wisely plans a rest before considering another assignment.

Mat 2C — *Still #10395/72*

"OPERATOR, OPERATOR, I'VE BEEN DISCONNECTED!" Jerry Lewis plays an orderly who manages to get into some of the funniest situations imaginable in "The Disorderly Orderly," his new Technicolor comedy for Paramount which opens ..... at the ..... Theatre. Along with Jerry, the cast of this fun-film includes such top names as Susan Oliver, Glenda Farrell, Everett Sloane and Karen Sharpe. "The Disorderly Orderly" was directed by Frank Tashlin and produced by Paul Jones.

Mat 1A — *Still #10395/55*

WHAT COULD BE SO FUNNY? Jerry Lewis and Alice Pearce seem to be looking at something hysterically funny in this scene from Jerry's new Technicolor comedy for Paramount, "The Disorderly Orderly," which opens ..... at the ..... Theatre. Directed by Frank Tashlin and produced by Paul Jones, the cast also includes Susan Oliver, Glenda Farrell and Everett Sloane.

Jerry Lewis Has Another Hit With "The Disorderly Orderly"

(*Review*)

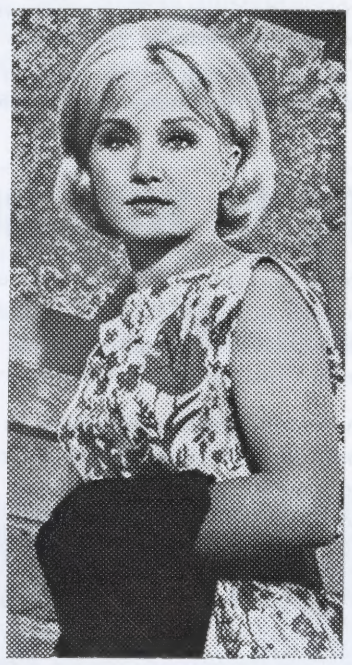
"The Disorderly Orderly," Jerry Lewis' new starrer for Paramount release, opened last night at the ..... Theatre. The film is a wild and whacky comedy about a bungling hospital orderly who becomes hopelessly and hilariously enmeshed in a series of rib-tickling situations, each more preposterous than the other. Co-starring in this laugh-riot, which gently pokes fun at the medical profession, are such top names as Susan Oliver, Glenda Farrell and Everett Sloane.

The hospital setting is a prime place for Jerry to run rampant and run rampant he does. Whether he's setting fire to a patient's beard, spilling thousands of pills over the hospital corridors or crashing a wheelchaired patient into an unbudging tree the comedy is Lewis at his best.

As usual, Lewis has surrounded himself with a cast of able and popular performers, all of whom give top-notch performances. Susan Oliver, in making one of her rare comedy appearances, has the role of a world weary hospital patient; Glenda Farrell, after many successful years of doing dramatic work, is back to comedy again with her portrayal of the hospital's chief doctor.

Everett Sloane, the distinguished dramatic actor, previously associated with Jerry Lewis in "The Patsy," has the role of a terrifying hospital president. Also included in the cast are such able talents as Kathleen Freeman, Del Moore and Karen Sharpe. For added fun, there are cameo roles by Jack E. Leonard, Barbara Nichols and other leading Hollywood personalities.

Of course, most of the story is Jerry Lewis, and "The Disorderly Orderly" just happens to be one of the best of all his very funny films. The rousing last scene, in which Jerry hops into a seemingly vacant ambulance and chases after the girl of his dreams, is a comedy classic. Directed by Frank Tashlin and produced by Paul Jones, "The Disorderly Orderly," in Technicolor, is a film that will be enjoyed by one and all.



Mat 1D — *Still #10395/4*

CURVACIOUS SUSAN OLIVER, in one of her rare comedy appearances, is seen in Jerry Lewis' new fun hit, "The Disorderly Orderly," which opens ..... at the ..... Theatre. Jerry, as an orderly who becomes hopelessly enmeshed in a series of rib-tickling situations, falls in love with Susan, a patient at the hospital at which he works.

Jerry Lewis' "The Disorderly Orderly" Is Spoof On The Medical Profession

There is an old proverb that says when you want to see a funny comedy, be sure that it is starring Jerry Lewis. For instance, Jerry's new Technicolor laugh-riot for Paramount, "The Disorderly Orderly," which opens ..... at the ..... Theatre, is a wild and whacky comedy which gently pokes fun at the world of medicine. Helping Jerry make this one of his all-time funny films are such top names as Susan Oliver, Glenda Farrel, Everett Sloane, Karen Sharpe plus exciting cameo roles featuring popular Hollywood celebrities.

The hospital setting affords Lewis ample opportunity to display his comedic genius as he becomes hilariously enmeshed in a series of rib-tickling situations, each more preposterous that the other. Whether he's setting fire to a patient's beard, spilling thousands of pills over hospital corridors or crashing a wheel-chaired patient into an unyielding tree, it's Lewis constantly in trouble and always funny.

There is no denying it, Jerry Lewis is a very talented comedian. The situations that he creates in "The Disorderly Orderly" are comedy classics. Jerry is the kind of comedian who doesn't want to play a straight role such as "Hamlet," unless its a comedy version. Says Lewis, "I don't want anything to do with a downbeat story about downtrodden people. I don't mind doing a serious scene in a movie—but that's all. I just want to cheer people up."

On the other hand, Lewis is quick to admit that he often interjects a serious note in his humor. He sees nothing wrong with this. "I do it because I feel that it adds warmth and humility to the comedy. There are, for instance, a few such moments in "The Disorderly Orderly," the story of an enthusiastic but hapless hospital orderly who yearns for acceptance. But it's still a comedy, not a serious picture."

"The Disorderly Orderly," Jerry Lewis' 31st film, was directed by Frank Tashlin and produced by Paul Jones—the same team that brought Lewis' "Who's Minding The Store" to the screen.

Mat 1B *Still #10395/68*

THE NECKBONE IS CONNECTED TO THE 'BONEHEAD' — Jerry Lewis is at a loss for words in this scene from his new Technicolor comedy, "The Disorderly Orderly," a Paramount release which opens ..... at the ..... Theatre.

Jerry Lewis Is Hospital Orderly In Comedy "The Disorderly Orderly"

Jerry Lewis has one of the zaniest roles of his career in the new Technicolor comedy for Paramount, "The Disorderly Orderly," which opens ..... at the ..... Theatre. Jerry plays a hospital orderly whose fumbling backwardness qualifies him more as a mental patient than an attendant in a hospital. He turns the dignified surroundings topsy-turvy when he is turned loose in hospital corridors and wards.

"The Disorderly Orderly" is perhaps the funniest Jerry Lewis comedy to date, and it follows close on the heels of his last hilarious comedy, "The Patsy." In this, his thirty-first motion picture, Lewis is given ample opportunity to display all the facets of his comedic talents which has created a fan following of international proportions.

The film, which re-united Lewis, director-writer Frank Tashlin and producer Paul Jones, is in glorious Technicolor for Paramount release. Along with Jerry Lewis, the cast of "The Disorderly Orderly" includes such top names as Susan Oliver, Glenda Farrell, Everett Sloane, Karen Sharpe and cameo roles by such outstanding performers as Jack E. Leonard and Barbara Nichols.

Curvacious Susan Oliver Has Leading Roll In Jerry Lewis' "The Disorderly Orderly"

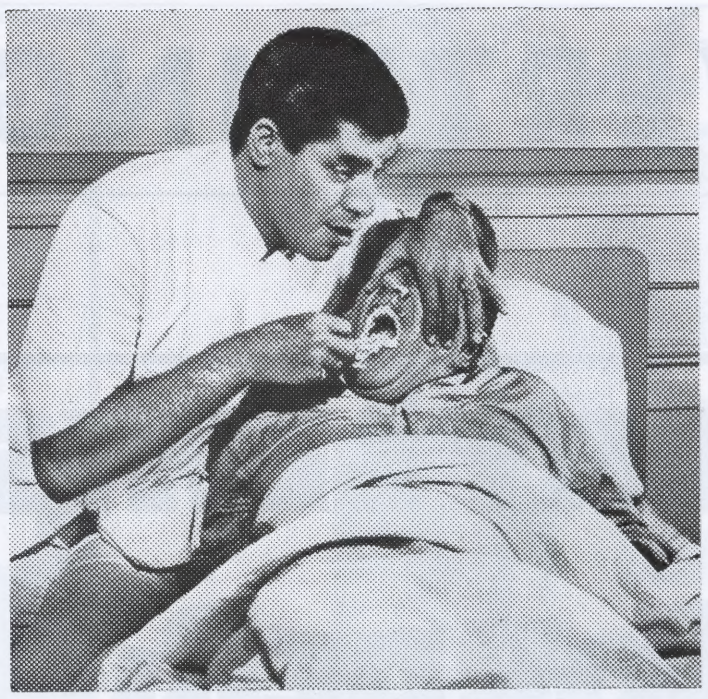
Blonde, curvacious Susan Oliver likes to do comedy but casting directors only take her seriously as a dramatic actress. Spontaneously funny and quick with a verbal ad lib in private life, Susan yearns to establish herself as a comedienne. Her hopes soared when Paramount paged her for a leading role with Jerry Lewis in "The Disorderly Orderly," which opens ..... at the ..... Theatre. Now everybody knows that a Jerry Lewis picture is a romp, with no laugh-holds barred. To be corny, anything can happen on Jerry's sets, and it invariably does. Gags fly with jet-propelled effect, and the results are convulsive to that vast army of Lewis' fans.

Susan figured that she was set to play a farce role. She anticipated joyfully getting a pie or a squirt of seltzer in her pretty face. So what happens? When she reads the script she finds out that she is again up for a dramatic part—and in a Jerry Lewis comedy.

"The role is that of a bewildered girl, who tries to commit suicide because of frustration," revealed Susan. "It's a lovely, tender characterization, but it is far from the bubbly type of thing that I've been looking for."

Still, Susan is hoping for a chance to make people laugh. "It's easy to make people cry. Even an onion can do it. But to make people smile and forget their troubles requires real know-how. At least I'm surrounded by fun in 'The Disorderly Orderly', and I've laughed so much at Jerry's funmaking, that I think I've shaken three fillings loose in my back teeth."

"The Disorderly Orderly," in Technicolor, was directed by Frank Tashlin and produced by Paul Jones. It is Jerry Lewis' 31st motion picture.



Mat 2B *Still #10395/92*

"IF YOU HOLD STILL, I'LL LEAVE YOUR MUSTACHE ON!" Jerry Lewis plays a bungling hospital orderly in his new Technicolor comedy for Paramount, "The Disorderly Orderly," which opens ..... at the ..... Theatre. In this comical scene, Jerry tries, in a somewhat odd fashion, to shave one of the hospital patients. "The Disorderly Orderly" was directed by Frank Tashlin and produced by Paul Jones, the same team that brought Jerry's "Who's Minding The Store" to the screen.

Jerry Lewis, Star Of "The Disorderly Orderly" Has No Thoughts Of Retiring From Show Business

"Retire? Me? Heck no. This is the most wonderful racket in the world." That's how Jerry Lewis sums up his regard for show business in general, with special emphasis on motion pictures. "I love this business," says Lewis, who is currently starring in "The Disorderly Orderly," Paramount's new Technicolor comedy which opens ..... at the ..... Theatre. "I don't regard it as work. It's fun. It's exciting. I enjoy every minute of it."

The question most asked of Lewis is how he is able to maintain his hectic pace. He always gives the same answer. "I do pictures, nightclubs, television and personal appearances because I love to do them," he explains. "I guess I'm what you'd call gregarious. I love meeting people and I enjoy performing for them. I see nothing odd in that."

Nothing can slow Lewis down. Not a perforated ulcer, not a minor heart condition, not a collapse after running up a flight of stairs and not a knee injury which has troubled him for years. Why does he punish himself so?

"I hate to talk about it," says Lewis, "because it sounds corny and egotistical. I feel I have a special gift—the ability to make people laugh. I feel I should share this gift with the world, not keep it to myself. I've appeared in hospitals and seen the lame and ailing smile for the first time since their illness. It's an absolutely wonderful sight."

"The Disorderly Orderly" is Jerry Lewis' 31st motion picture. All of his previous films have been successful, a spectacular and unparalled achievement. While there are some critics who profess bewilderment at Lewis' fame, his fellow comedians rate him among the all-time greats.

Mat 2A *Still #10395/90*

"YOU DON'T NEED ME, YOU NEED A CHIROPRACTOR!" Jerry Lewis takes a long look at the big feet in front of him on the operating table in this rollicking scene from his new comedy, "The Disorderly Orderly," which opens ..... at the ..... Theatre. In this Paramount release, Jerry portrays a hospital orderly who bungles every job that he gets. Also included in the cast are Susan Oliver, Glenda Farrell, Everett Sloane and Karen Sharpe.

New Jerry Lewis Comedy "The Disorderly Orderly" Will Open Here Soon

It's amazing how Jerry Lewis comes up with top comedy after top comedy without a break for a dud. Following his recent boxoffice success "The Patsy," comes another wild and whacky Lewis fun-film, "The Disorderly Orderly," which opens ..... at the ..... Theatre.

This latest Lewis film, his thirty-first, is anticipated to continue the unbroken chain of comedy hits which have made him the king of screen comedians. Jerry's every screen appearance (not to mention his many personal appearances) is greeted by devout film followers throughout the world. As usual, the idol of cinematic buffoonery is surrounded with a stellar cast of performers which include Susan Oliver, Glenda Farrell, Everett Sloane, Karen Sharpe plus important cameo roles by Jack E. Leonard and Barbara Nichols.

"The Disorderly Orderly," with its hospital background, affords Lewis the opportunity to run riot through its corridors, upsetting decorum and routine, climaxing with a wild ambulance chase, and the havoc wrought when an elaborate market display crashes down.

Mat 1C *Still #10395/53*

"WHAT SIZE DO YOU WEAR?" Jerry Lewis tries to 'fit' a strait jacket on Jack E. Leonard in this scene from "The Disorderly Orderly," Jerry's new Technicolor comedy for Paramount which opens ..... at the ..... Theatre.

Multi-Talented Jerry Lewis In "The Disorderly Orderly"

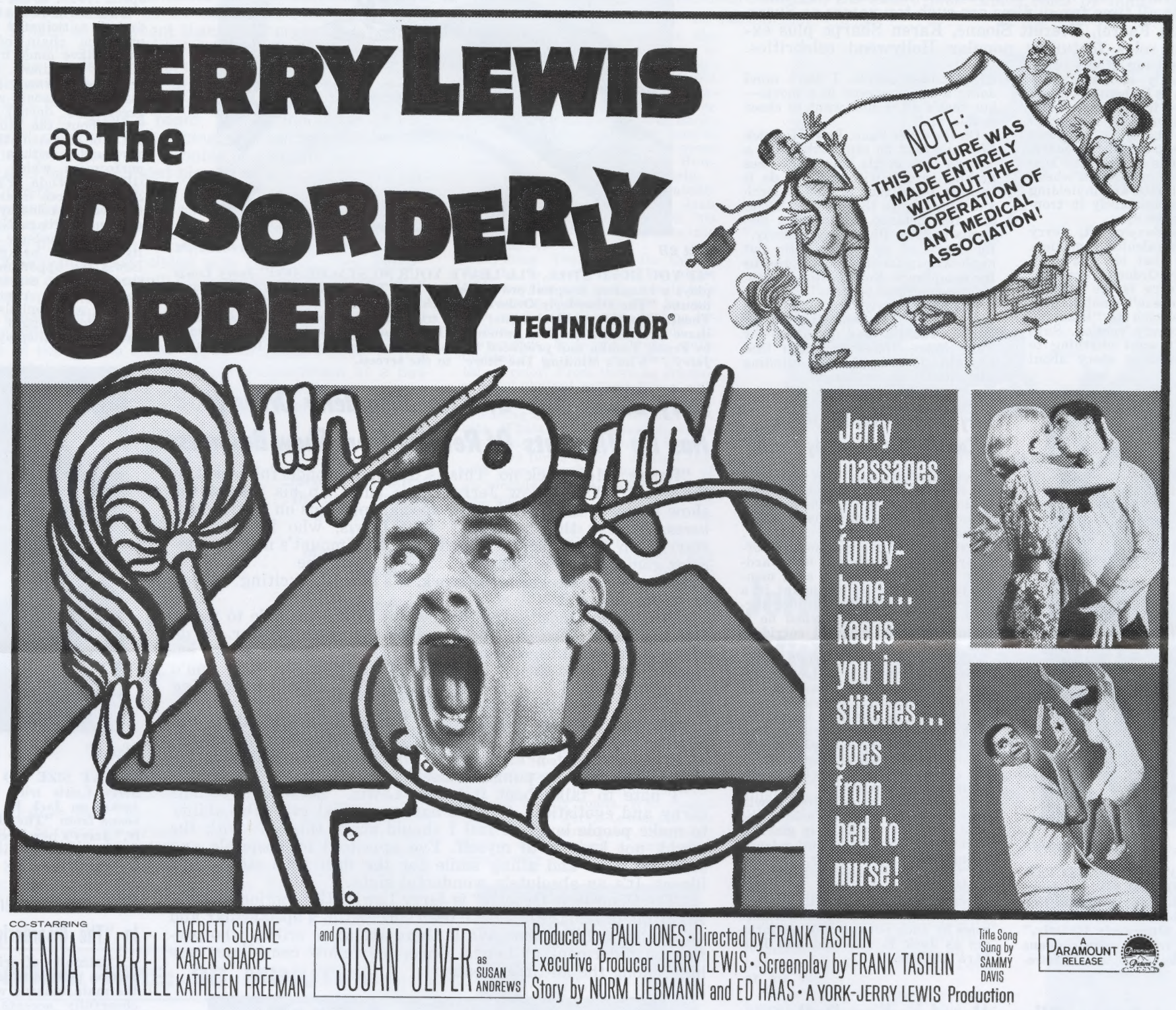
Continuity of original concept in motion picture production is one of the main reasons why Jerry Lewis cheerfully accepts the quadruple duties of star, writer, producer and director. Lewis explained his theory on the set of his latest comedy, "The Disorderly Orderly," a Paramount release which opens ..... at the ..... Theatre.

"The character I portray on screen, apart from necessary variations according to setting and story line, is my own creation. I know this character better than anyone else, so it's logical for me to direct him. However, if I could get, say, a Billy Wilder or a Joe Mankiewicz—or in the present case, Frank Tashlin—fine, I'd be only too happy to have one of them direct. But they're always tied up."

Lewis admits that with "The Disorderly Orderly" he's 'coasting,' with Tashlin directing from his own screenplay and Paul Jones producing, as opposed to "The Patsy," on which he was writer, producer, director and star.

"Soon after I got into pictures I realized that I wanted to direct," said Lewis. What appeared on the surface to be a mere hobby, Lewis turned into a self-education program, his 'home movies' being the groundwork for his now recognized professional knowledge of film-making. "The Disorderly Orderly" is Jerry Lewis' thirty-first film.

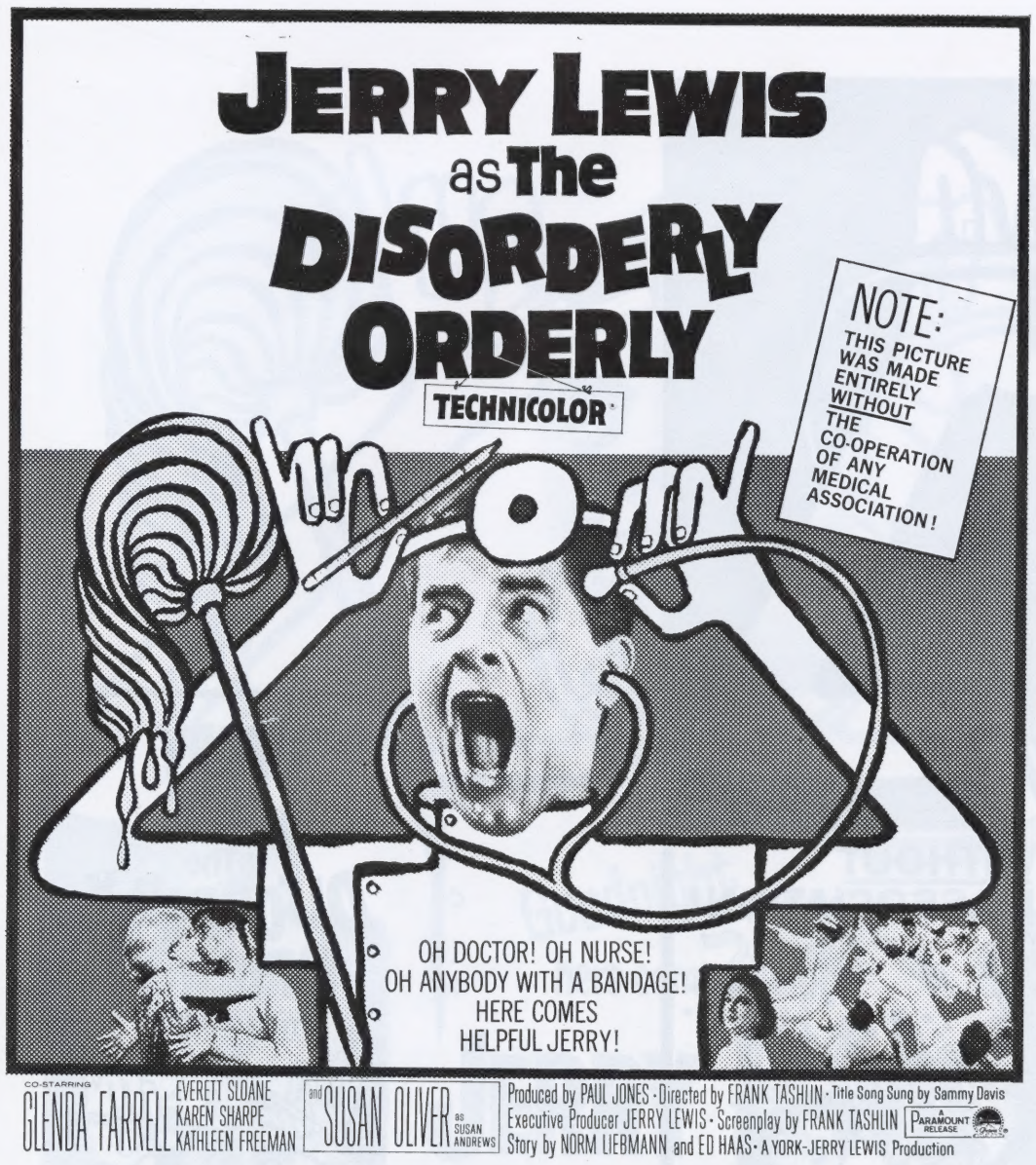
ADVERTISING SECTION



5 COLS. x { 120 LINES.....600 LINES / 8¼ inches.....42½ inches } **MAT 501**

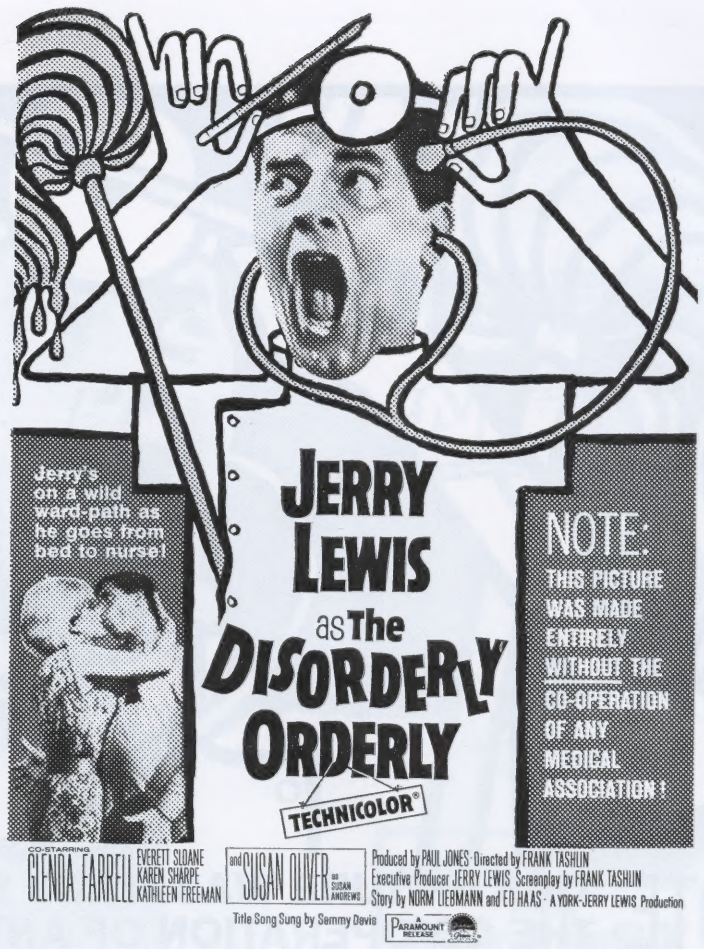
ALSO AVAILABLE IN

4 COLS. x { 100 LINES.....400 LINES / 7 inches.....28 inches } **MAT 401**



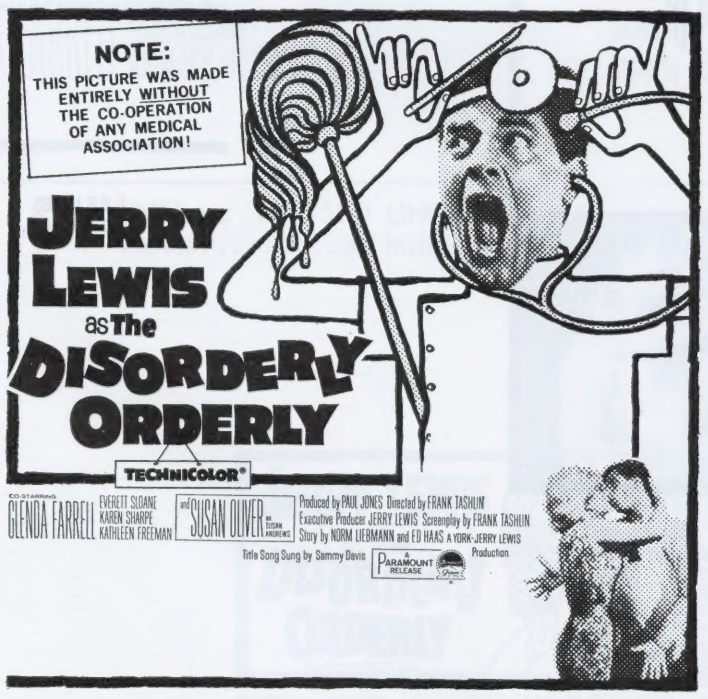
3 COLS. x { 100 LINES..... 300 LINES
7 inches.....21 inches

MAT 302



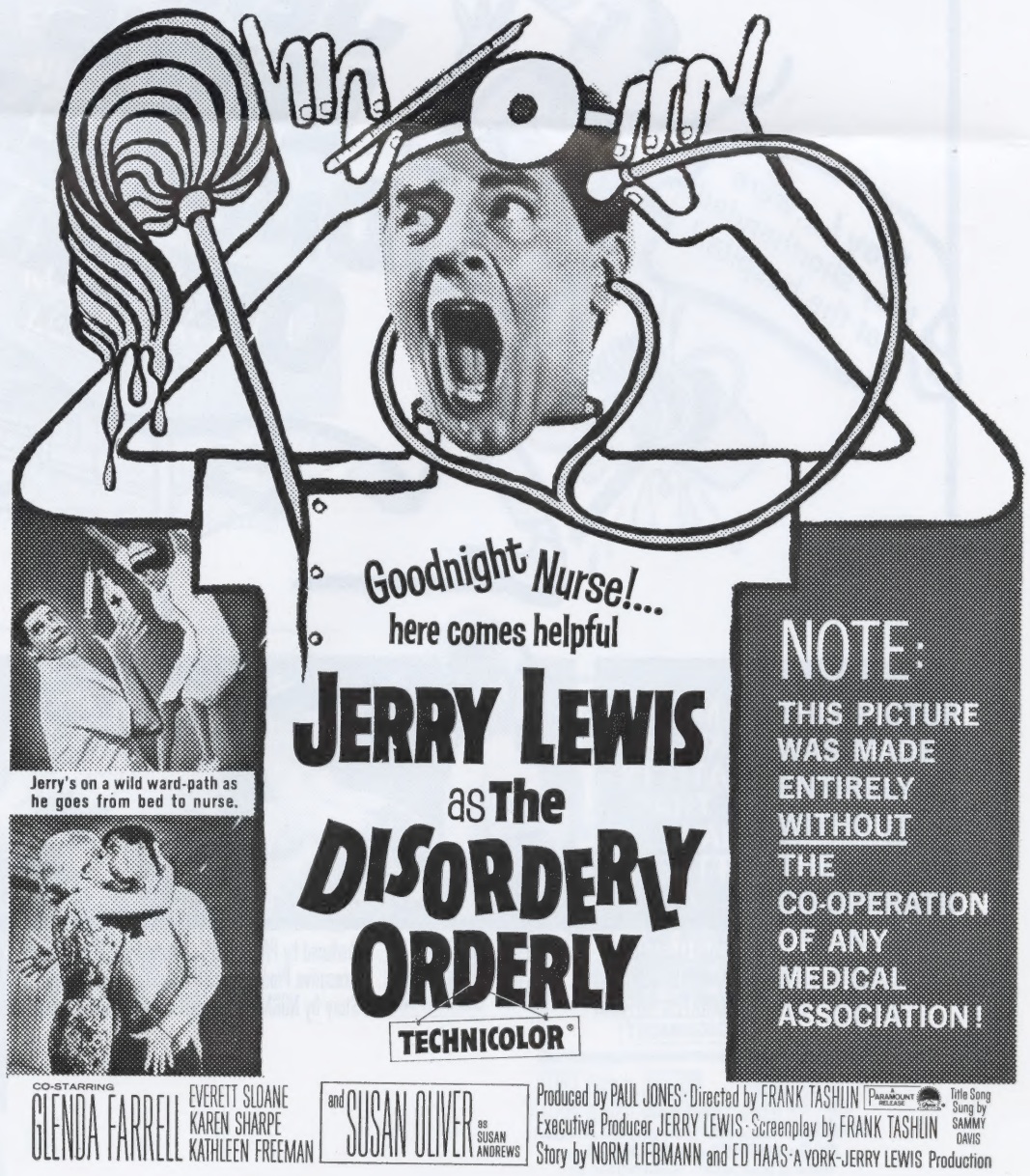
2 COLS. x { 75 LINES . . . 150 LINES
5½ inches . . . 11 inches

MAT 203



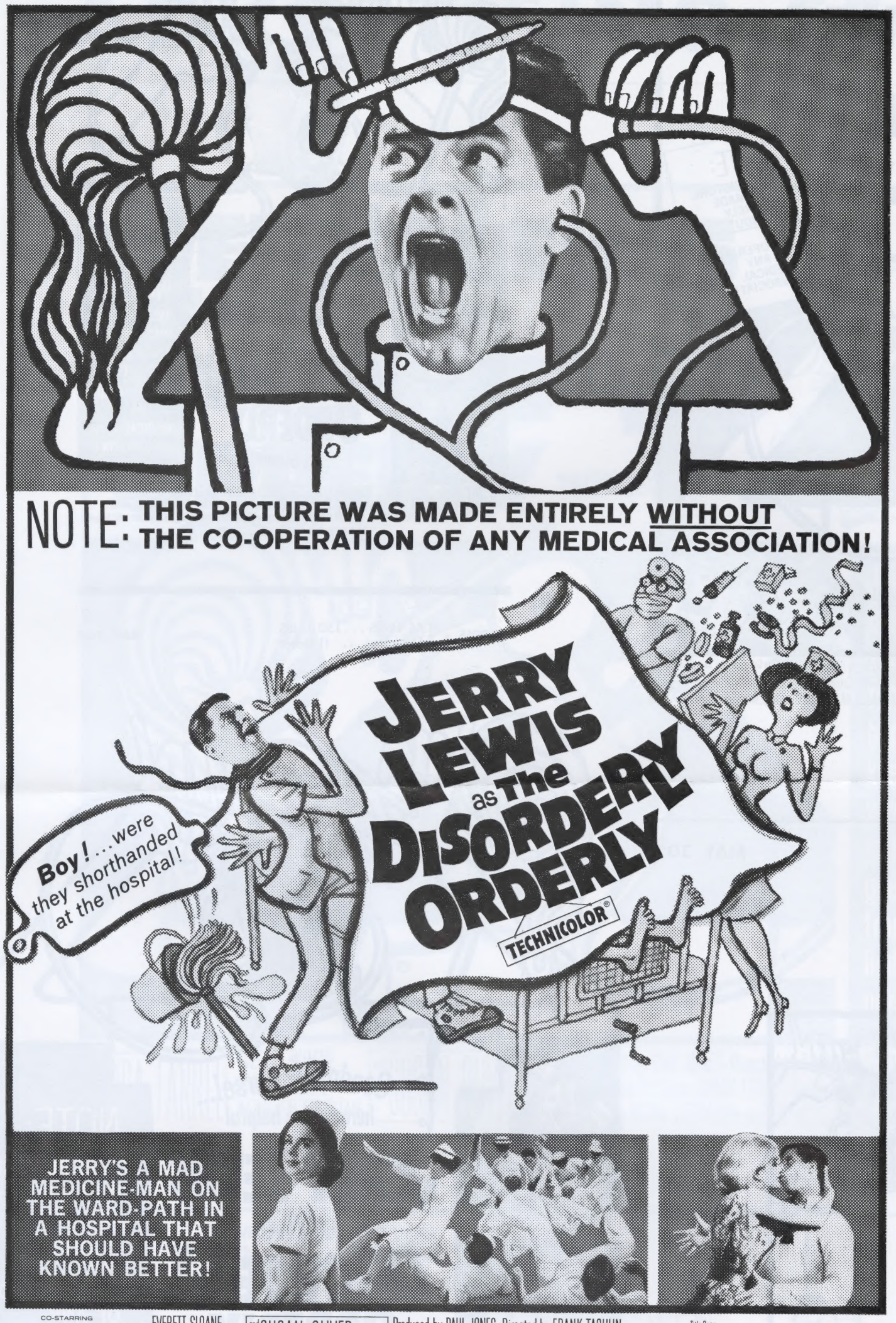
2 COLS. x { 50 LINES . . . 100 LINES
3½ inches . . . 7 inches

MAT 202



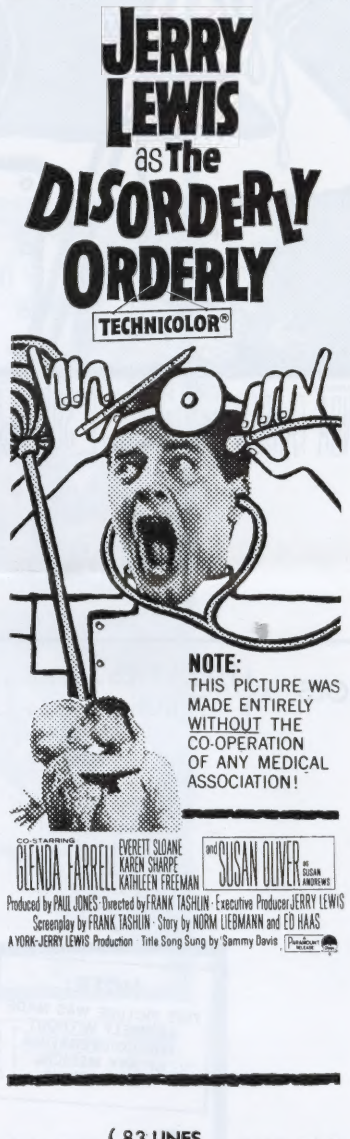
3 COLS. x { 100 LINES..... 300 LINES
7 inches.....21 inches

MAT 301



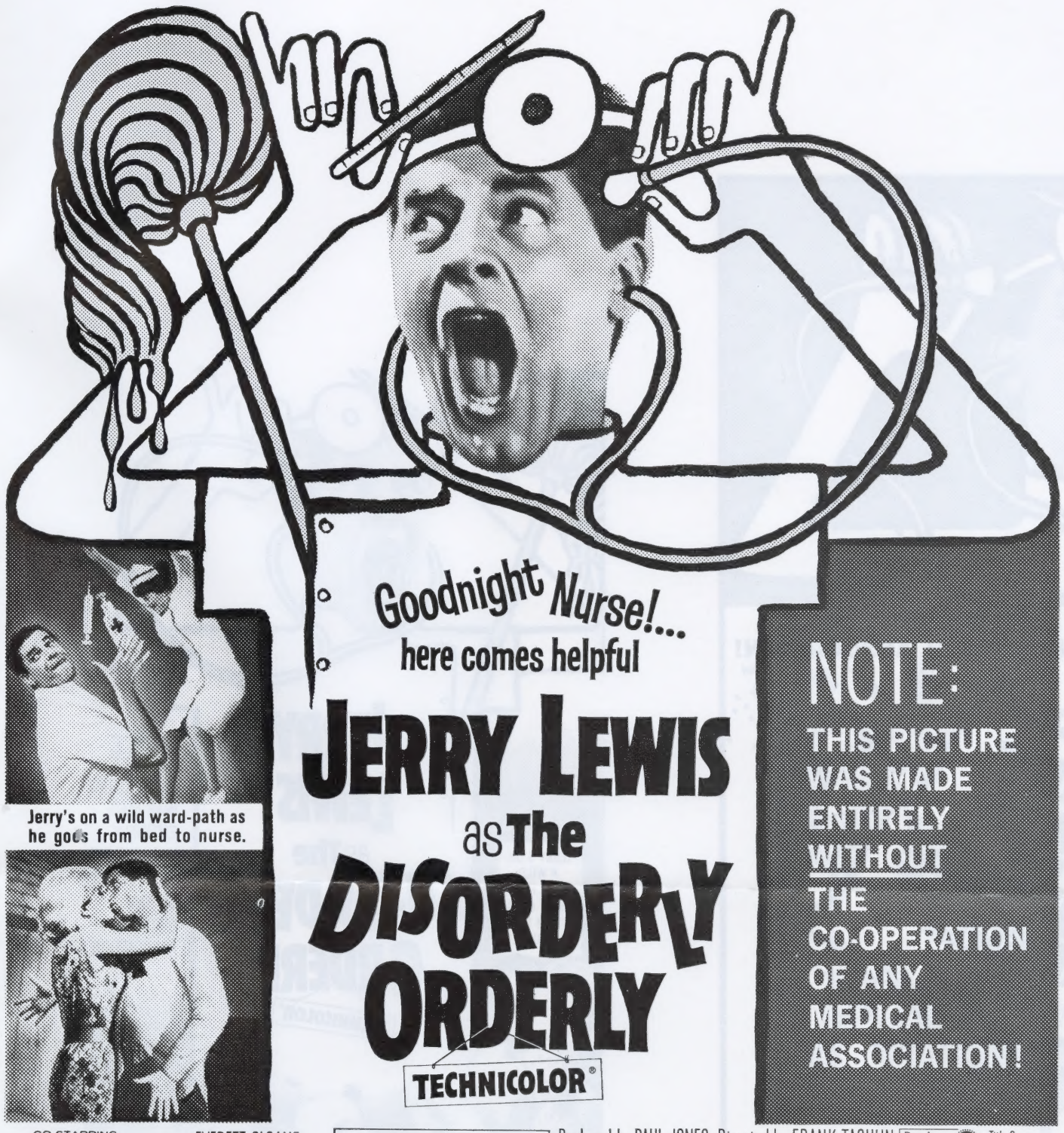
4 COLS. x { 175 LINES ..... 700 LINES / 12¼ inches ..... 50 inches }

MAT 403



1 COL. x { 83 LINES / 6 inches }

MAT 103

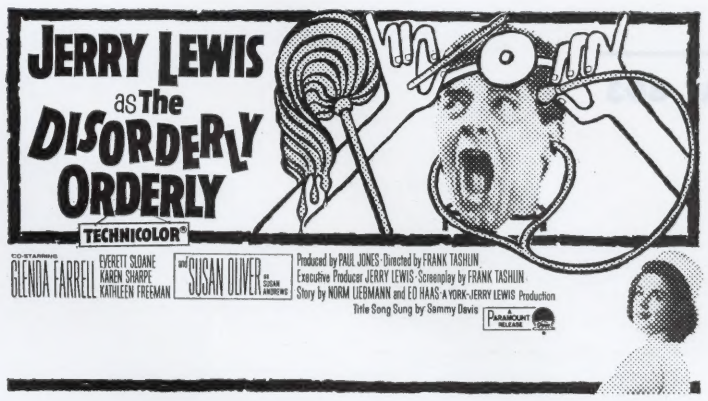


BOTH MIDGETS ON MAT 101

JERRY LEWIS as The DISORDERLY ORDERLY
TECHNICOLOR®
A Paramount Release

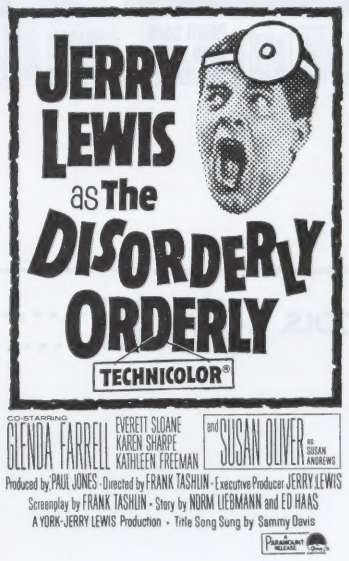
4 COLS. x { 125 LINES.....500 LINES / 9 inches.....36 inches

MAT 402



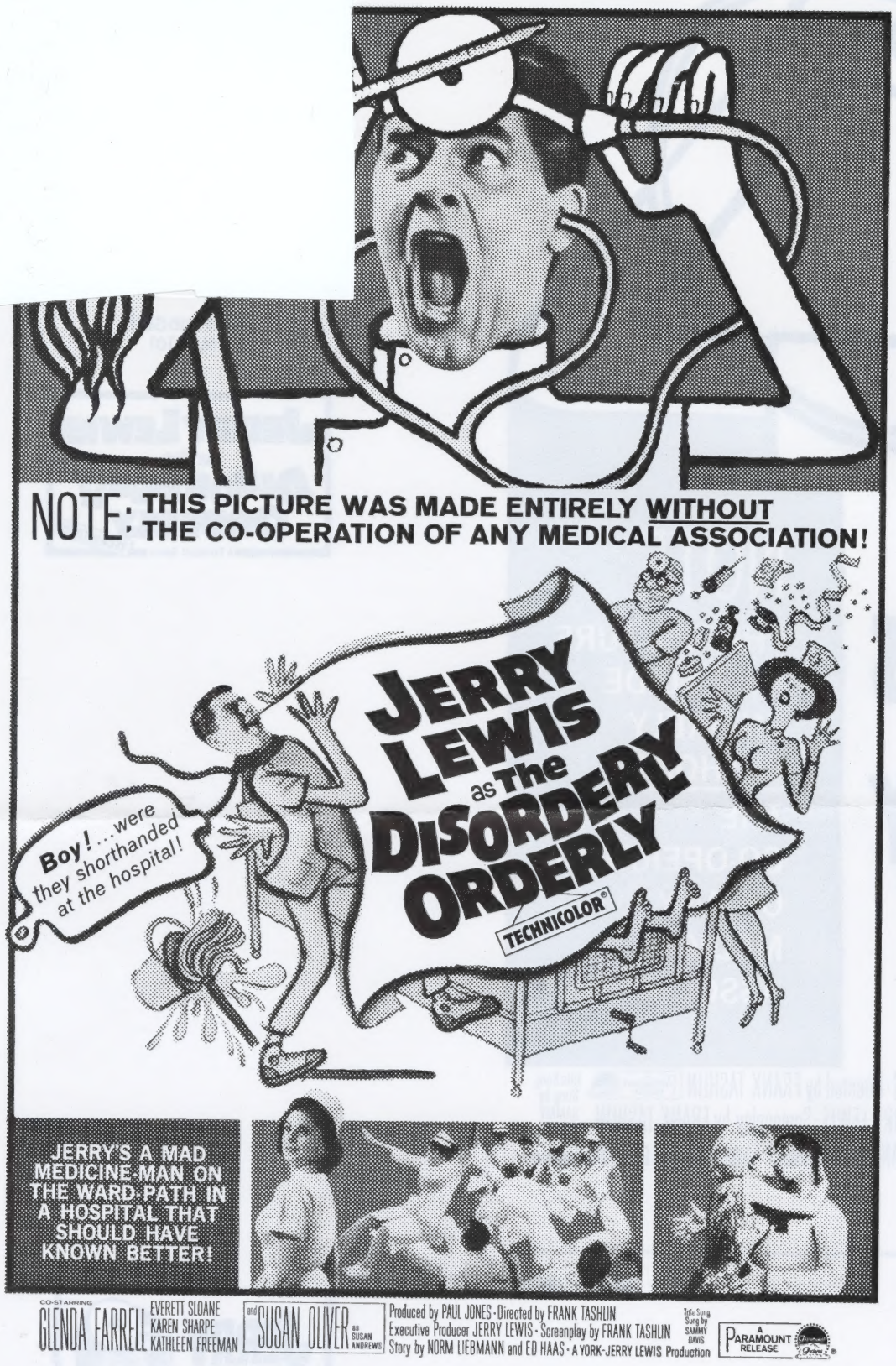
2 COLS. x { 28 LINES.....56 LINES / 2 inches.....4 inches

MAT 201



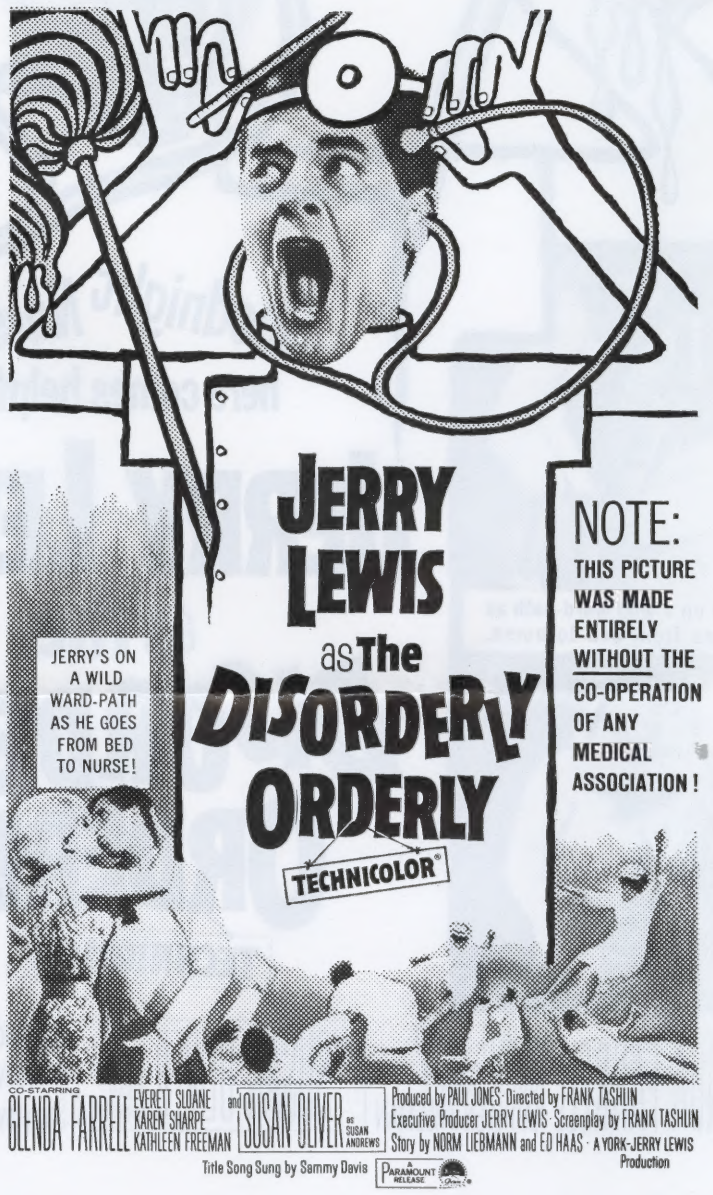
1 COL. x { 45 LINES / 3 inches

MAT 102



3 COLS. x { 133 LINES . . . . . 400 LINES / 9½ inches . . . . . 28½ inches

MAT 303

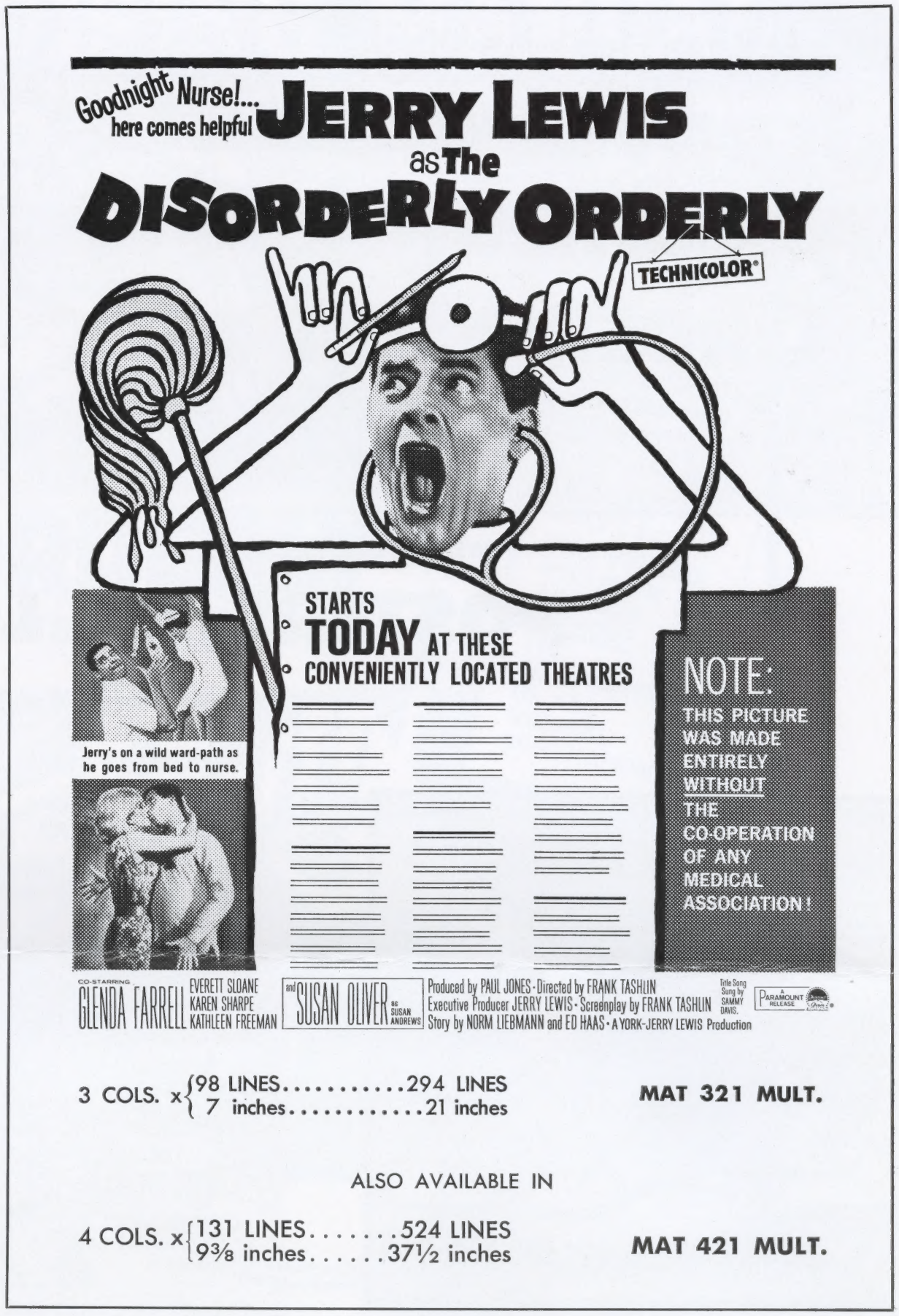


2 COLS. x { 100 LINES . . . 200 LINES / 7 inches . . 14 inches

MAT 204

A NEW INNOVATION FROM PARAMOUNT

THIS SPECIAL AD HAS BEEN CREATED FOR MULTIPLE RUNS. IT IS AVAILABLE IN 3 COLUMNS (ILLUSTRATED) AND 4 COLUMNS.



3 COLS. x { 98 LINES.....294 LINES / 7 inches.....21 inches } **MAT 321 MULT.**

ALSO AVAILABLE IN

4 COLS. x { 131 LINES.....524 LINES / 9⅜ inches.....37½ inches } **MAT 421 MULT.**

3rd 4th 5th

HELD OVER 2nd BIG WEEK!

3rd 4th 5th HELD OVER 2nd BIG WEEK!

HELD OVER 2nd BIG WEEK!

3rd 4th 5th

MAT 2EE

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203 202 201 102 101

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2C 1B 1D

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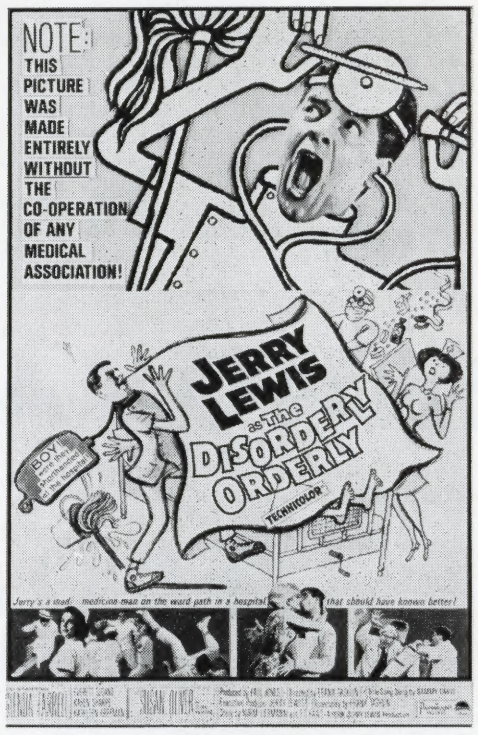

ONE-SHEET

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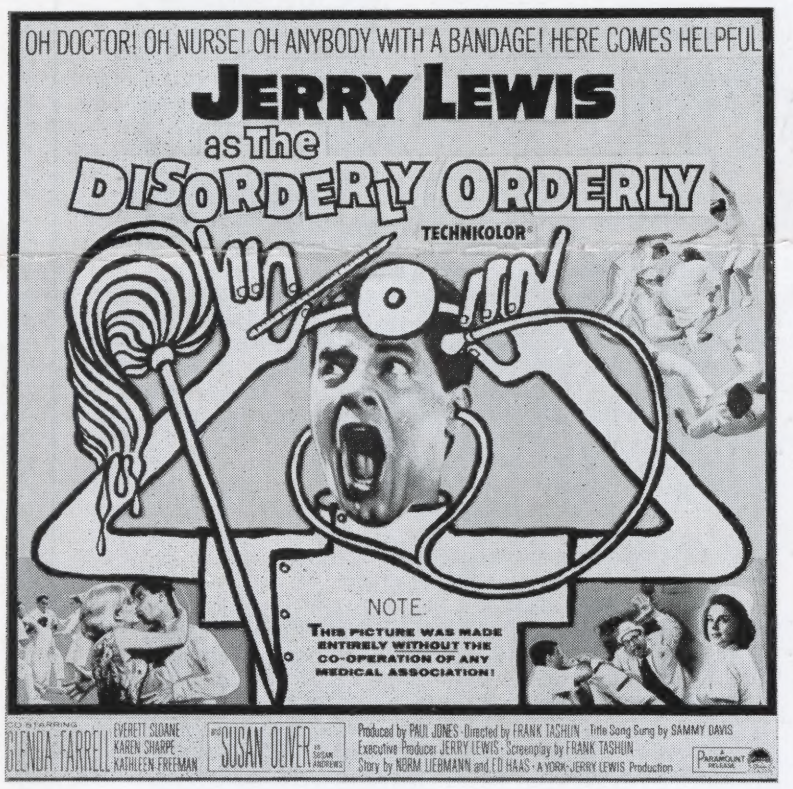
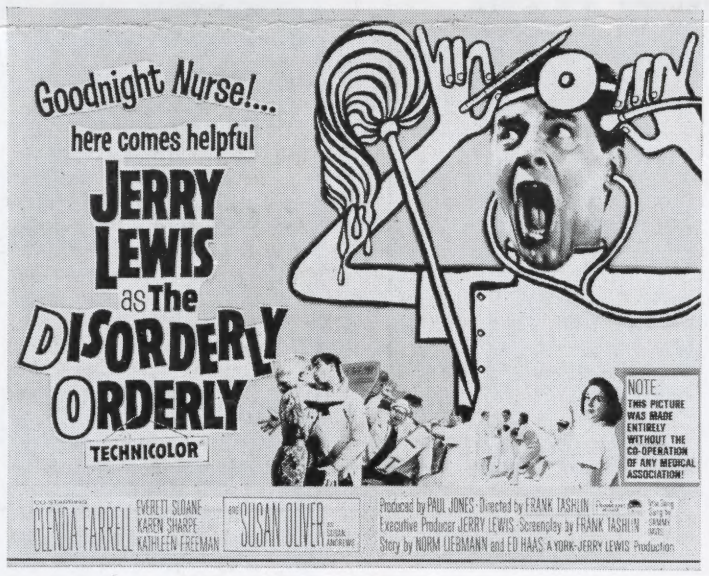
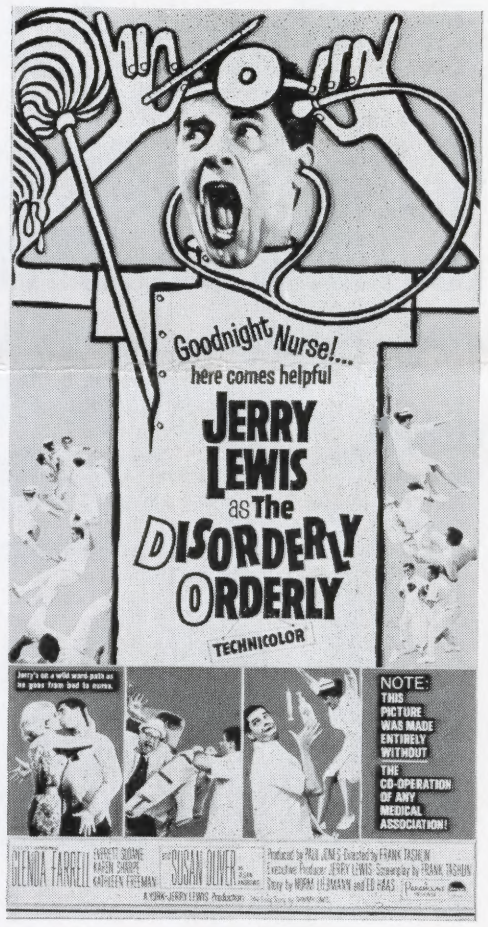


SIX SHEET



22 x 28 LOBBY PHOTO



THREE SHEET

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Theatre _____ Playdate _____

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